**VIETNAM NATIONAL UNIVERSITY**

**UNIVERSITY OF INFORMATION TECHNOLOGY**

**INFORMATION SYSTEMS FACULTY**

# REPORT

## SUBJECT: PROJECT OF MANAGEMENT OF FAST FOOD STORE IN SOFTWARE ENGINEERING

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# I.Introduction

As technology is evolving so as the fast food industry. Now people all over the world can enjoy their favorite fast food like KFC,Jollibee, Lotteria,.. at their own home.

Company nowdays all apply technology and fast food company now uses website to help customer make online order without having to come directly to the place and to to do that they would need a website system to help them place the order online.

Welcome to Yummy, where you can order fast food whenever you like. Yummy is a place where you can order a direct online food service anywhere anytime.

## 1.1.Survey plan:
-We survey the current state of information technology infastructure at the facility where software needs to be built.
-Survey the requirements for the software.
-Get feedback from customer to improve the software

## 1.2.Survey method:
-Real-time survey at the facility that wants to build fast food software
-Interview customer about the requirements and regulations of the fast food practices.
-Based on customer comments to amend and supplement.

## 1.3.Survey results:
- Current status of the organization:
+ Address: 99 Đ. Ng. Quyền, Phường 11, Quận 5, Thành phố Hồ Chí Minh City
+ Staff: Branch Manager, Shift manager, Cashier, Supplier, Cook Division, Security.
+Customer: Customers.

- Current state of infomatics:
### 1.3.1.List of the function:

+Create account:

Step 1: Users will be transferred to the registration page.

Step 2: Users enters the information field

Step 3: Users click on the register button, if the operation is successful then user can login and go back go to the login  page.

+ Login account:

Step 1: Users visit the login page

Step 2: Users can enter the name and password that they had created in the registration page.

Step 3: Users click on the login button, if successful then they will go back to the main page.

+Place an order:

Step 1: Customers is transferred to the main page

Step 2: Customers can click on the menu button and view food they want to order

Step 3: Customers can press on the "+" button to add that food in the cart for purchase

Step 4: Go to cart and click on purchase to place the order.

+Save order:

Step 1: Customer go to the menu page

Step 2: Click on the heart to save the food that you like

+Discount:

Step 1: On the main page, click on discount button

Step 2: Customer can click collect to collect the coupon for either discount on food or on shipping fee

+Points saving:

Step 1: Customer can click on the Earn Point button on the main page

Step 2: Customer can purchase food and receive points and if collect enough points they can get a free meal

- Organizational structure:

+Branch Manager: The person with the highest authority who manages all aspects of work and ensuring the place function correctly.

+ Shift manager: Who executes the work plan and in charge of processing raw material warehouse, staff.

+Cashier: As the person who receives orders from customers.

+Supplier: This department provides cashier items to pay customer, is the department that directly makes the burgers and snacks.

+Cook Division: This department that directly fried chicken and processed the food and then transferred to supply , this place also receive dishes for washing.

+Security: Who will maintain order at the place.

Food requirements:

+Ingredients: raw material needs to be guarantee in terms of quality with suitable price, preserve the raw material in with freezing temperature to keep the food at good condition and avoid spoilage, prevent foodborne illness while maintaining nutritional value, texture and flavor.

+Food processing: It is necessary to ensure that the processing area is always clean and well-ventilated airy, all cook division have to wash their hands and wear gloves when processing food and clean up kitchen after finished.

# II. Defining and Modeling requirements

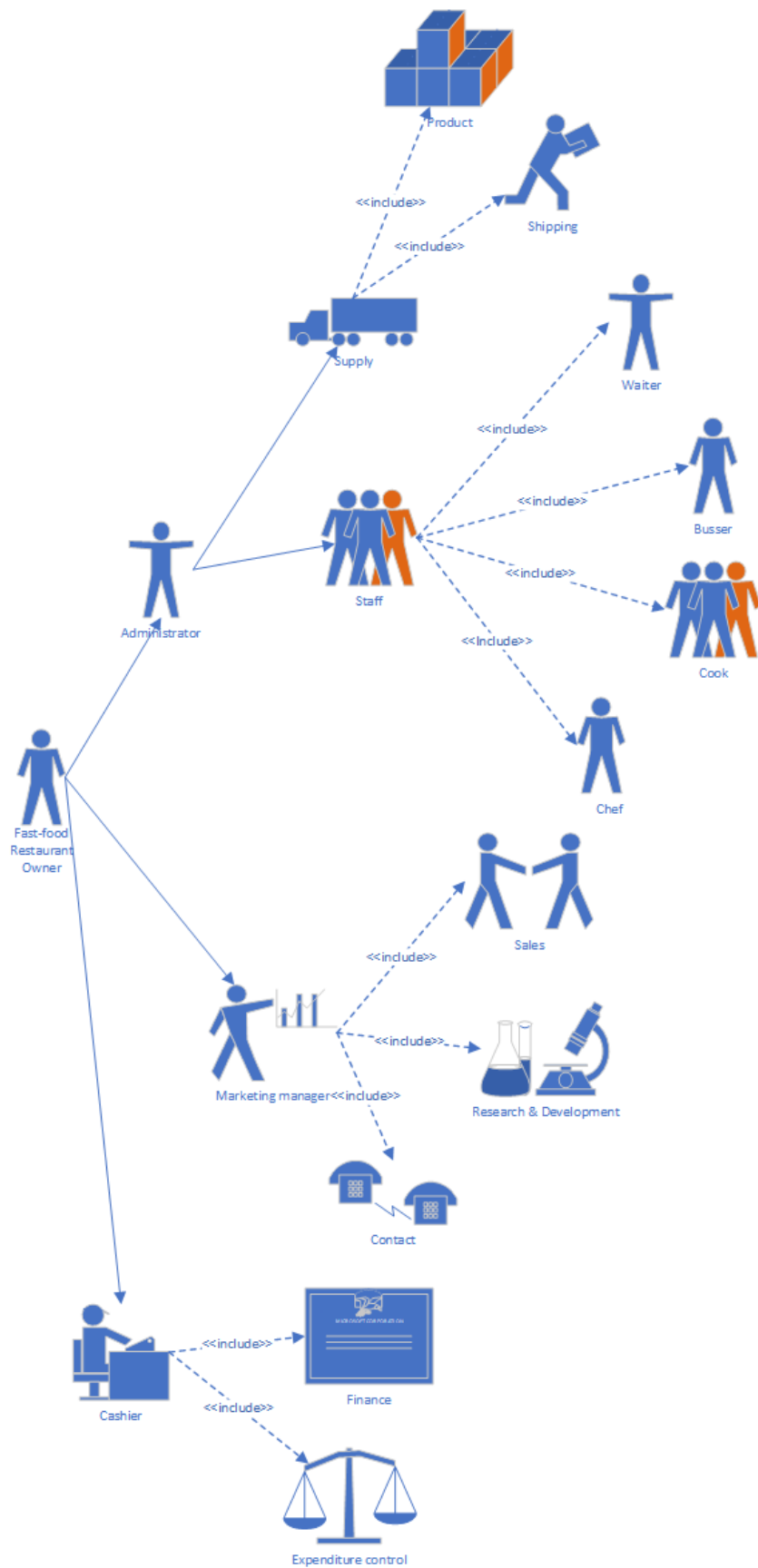## 2.1. Customer account registration requirements

Form 1:

| Account | |
|---|---|
| Name | …. |
| Password | …. |

## 2.2. Usecase model

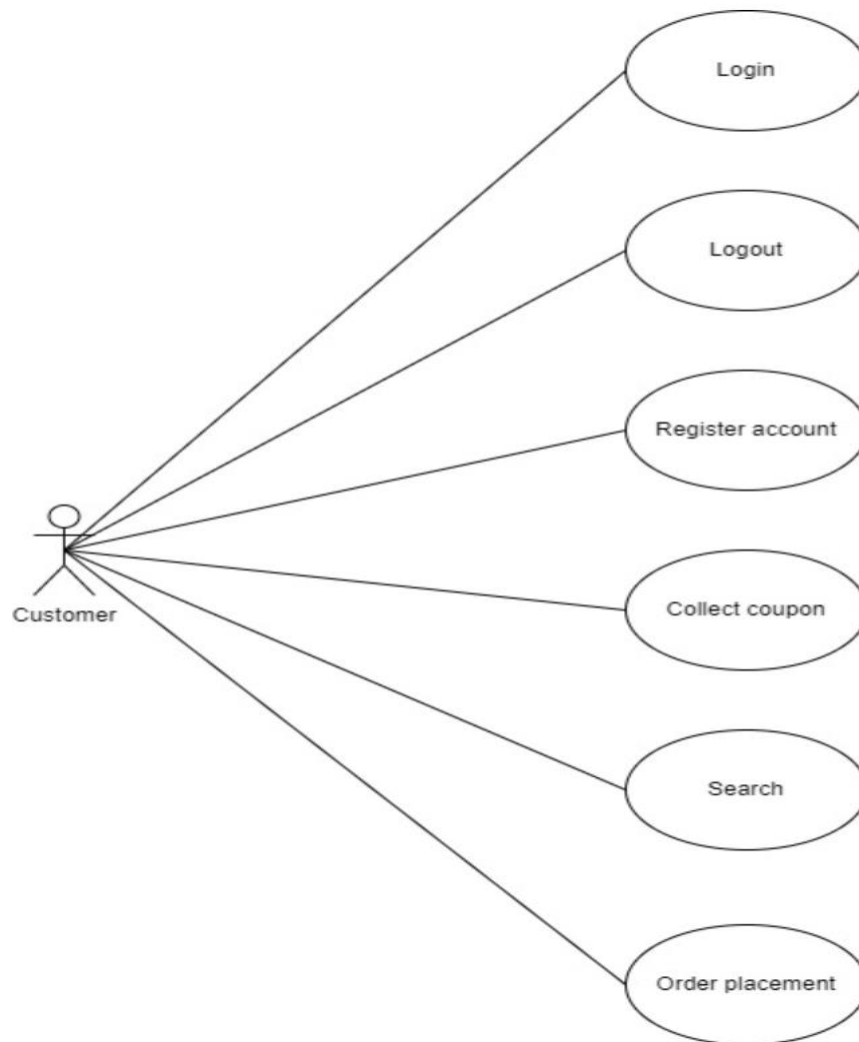2.1. List of actor

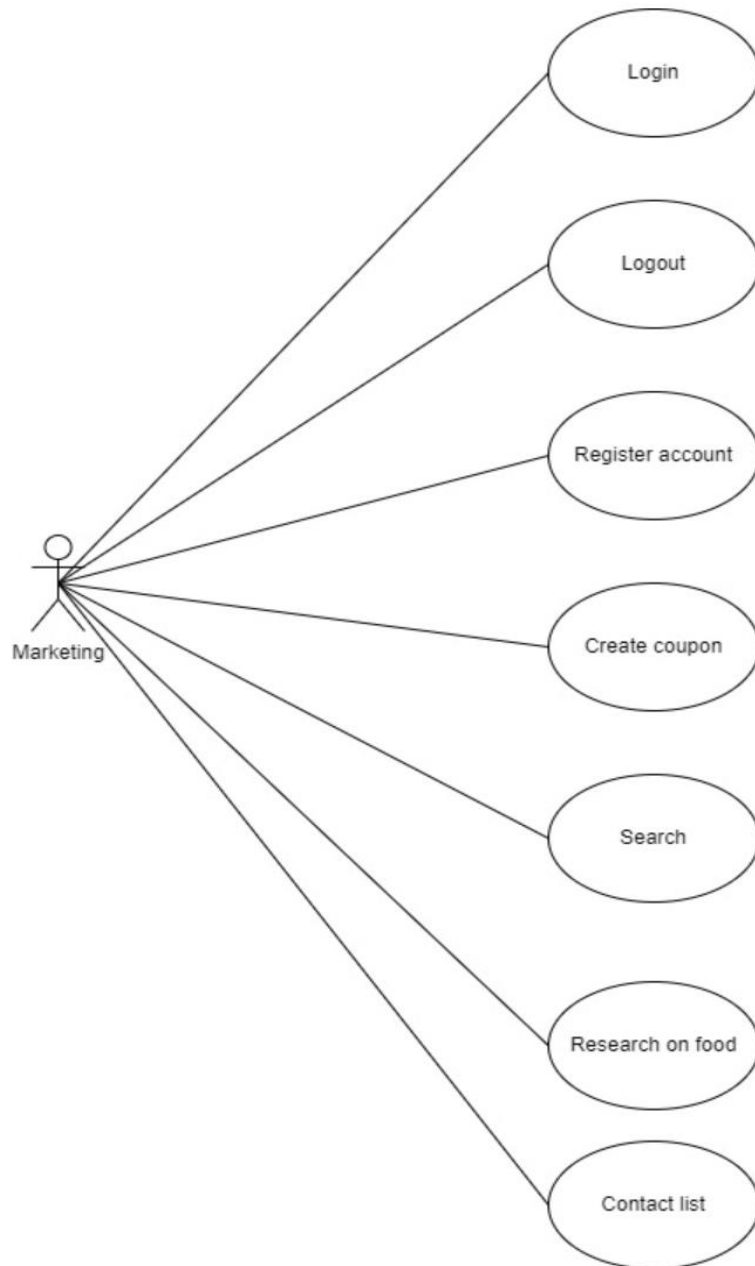| No | Actors name | Authority |
|---|---|---|
| 1 | Customer | View, look at the menu and place order |
| 2 | Staff | Responsible for placing the order and collect the cash |
| 3 | Storage management | Manage product list |
| 4 | Marketing management | Responsible for advertising and grow gross revenue |

## 2.3. Usecase diagram

### 2.3.1 General Diagram

Product

<<include>>

Shipping

<<include>>

Supply

Waiter

<<include>>

<<include>>

Busser

<<include>>

Administrator

Staff

Cook

<<Include>>

Chef

Fast-food
Restaurant
Owner

Sales

<<include>>

<<include>>

Marketing manager<<include>>

Research & Development

Contact

<<include>>

Cashier

Finance

<<include>>

Expenditure control

### 2.3.2. Usecase for customer



### 2.3.3. Usecase for marketing division

### 2.3.4. Use case for Cashier

Login

Logout

Register

manage income

manage balance
sheet

Place orders

Cashier

**2.3.5.Use case of Supplier**

Supplier

Login

Logout

Register

Ingredients

Cold storage

Packaging

Shipping
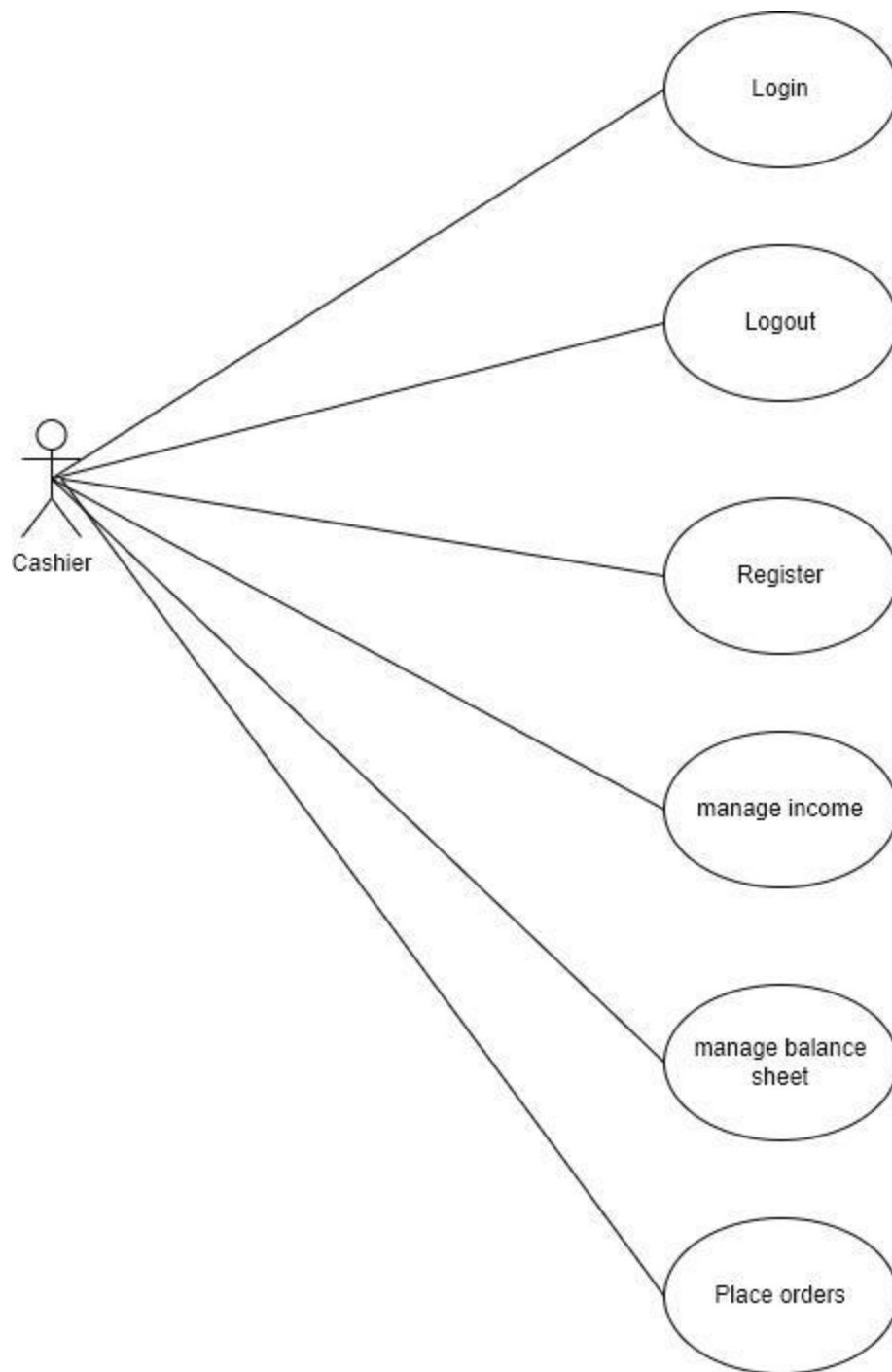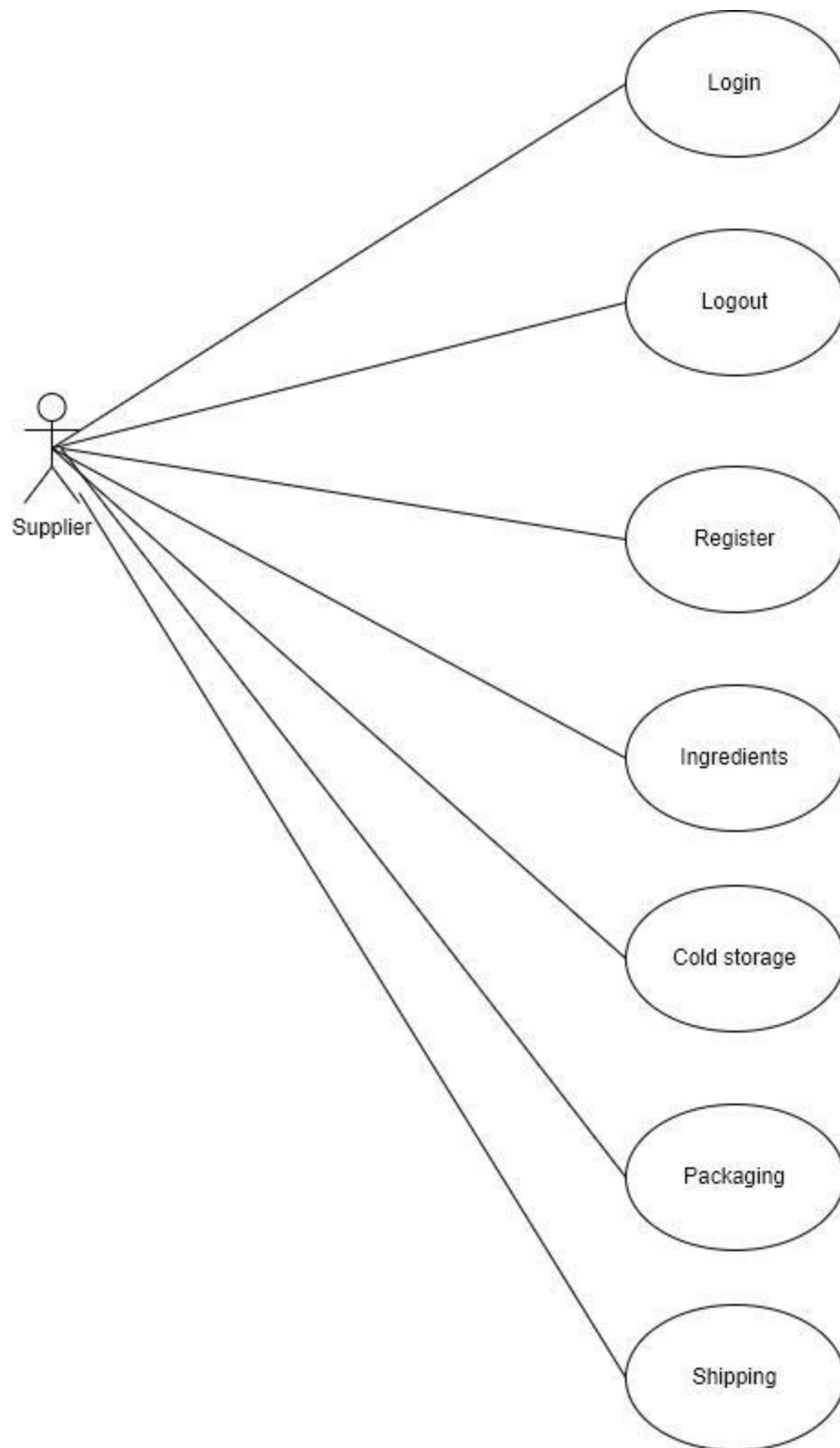
## 2.4. Usecase function list

| No | Use case name | Function |
|---|---|---|
| 1 | Registration | Register account to the system |
| 2 | Login | Login into the system |
| 3 | Logout | Logout of the system |
| 4 | Search | Search for products |
| 5 | Collect coupon | Collect to get discount if use |
| 6 | Order placement | Add to cart for purchase |
| 7 | Research on food | Food researching billboard |
| 8 | Contact list | Show some staff contact list |
| 9 | Manage income | Show the orders and income |
| 10 | Cold storage | Manage temperature of the storage |
| 11 | Ingredients | Show how much ingredients are left |

## 2.5. Usecase specification

### 2.5.1. Use case login

| Use case login | | |
|---|---|---|
| Description | User login into their account | |
| Factor | Cashier, Storage manager, Branch manager, marketing division, staff, customer | |
| Main source | Factor behavior | System behavior |

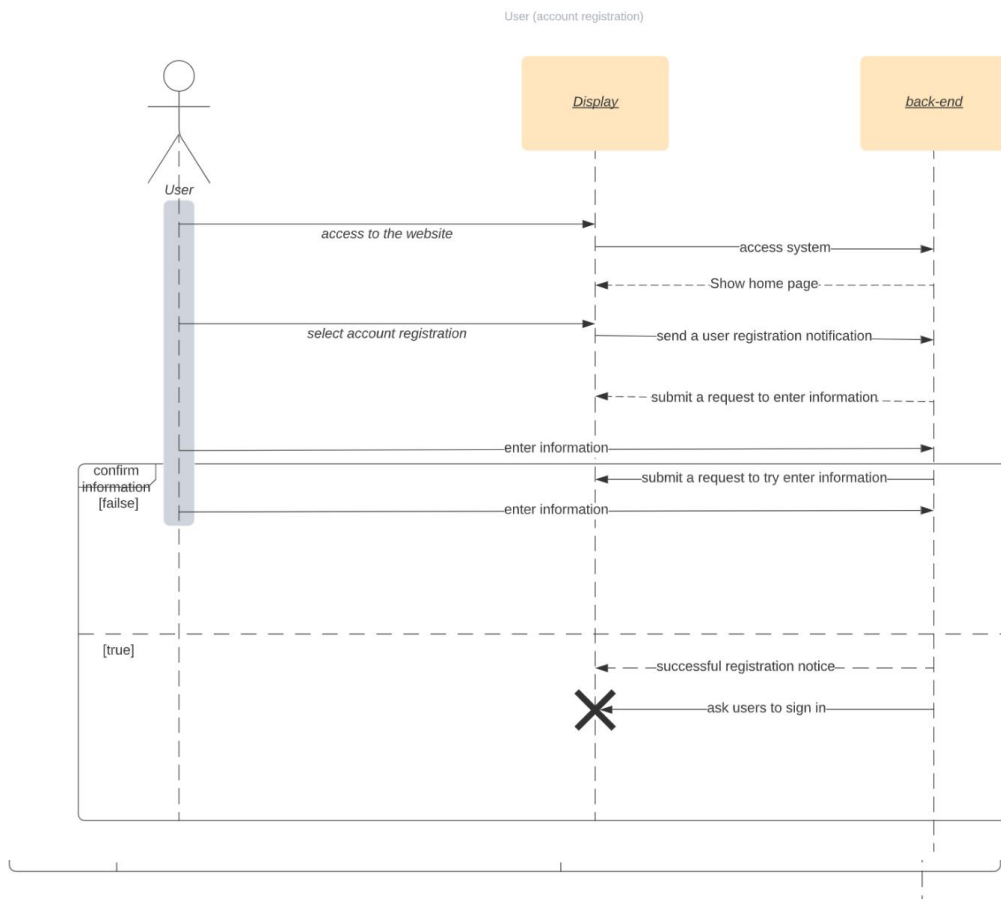| | 1.User click on the registration button | 2.Appear register page |
|---|---|---|
| | 3.Insert name and password of user | 4.Check name and password |
| | | 5. Login success and go back to the main page |
| Alternative source | A1. User enter wrong password or name | |
| | 5. Requires re-login | |
| | Go back to step 2 | |

## 2.5.2. Use case logout

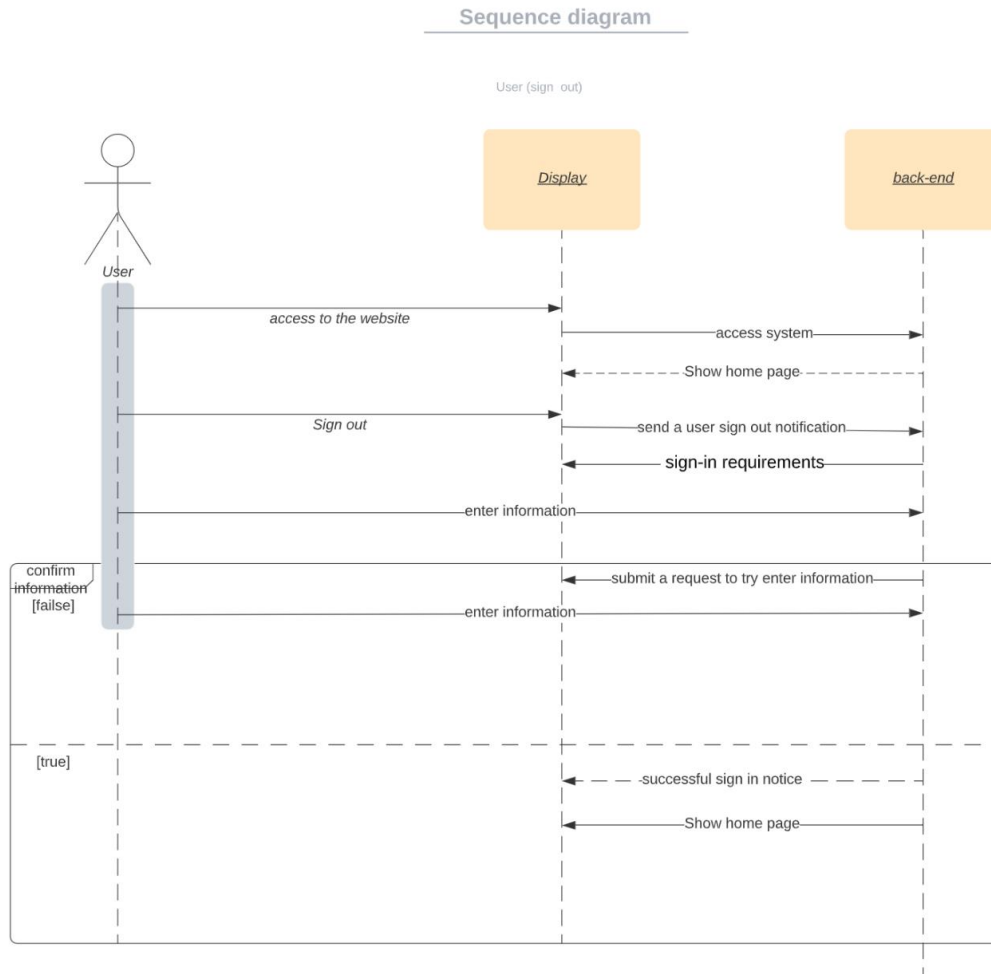| Use case logout | | |
|---|---|---|
| Description | User logout of the system | |
| Factor | Cashier, Storage manager, Branch manager, marketing division, staff, customer | |
| Main source | Factor behavior | System behavior |
| | User click on the logout button | Successfully logout |
| Requirements | Have to be login before logout | |

## 2.6. Sequence diagram
### 2.6.1. Login

Sequence diagram

User (account registration)

Display    back-end

User

access to the website

access system

Show home page

select account registration

send a user registration notification

submit a request to enter information

enter information

confirm
information
[failse]

submit a request to try enter information

enter information

[true]

successful registration notice

ask users to sign in

## 2.6.2. Logout

User (sign out)



# III. Detailed Description in website

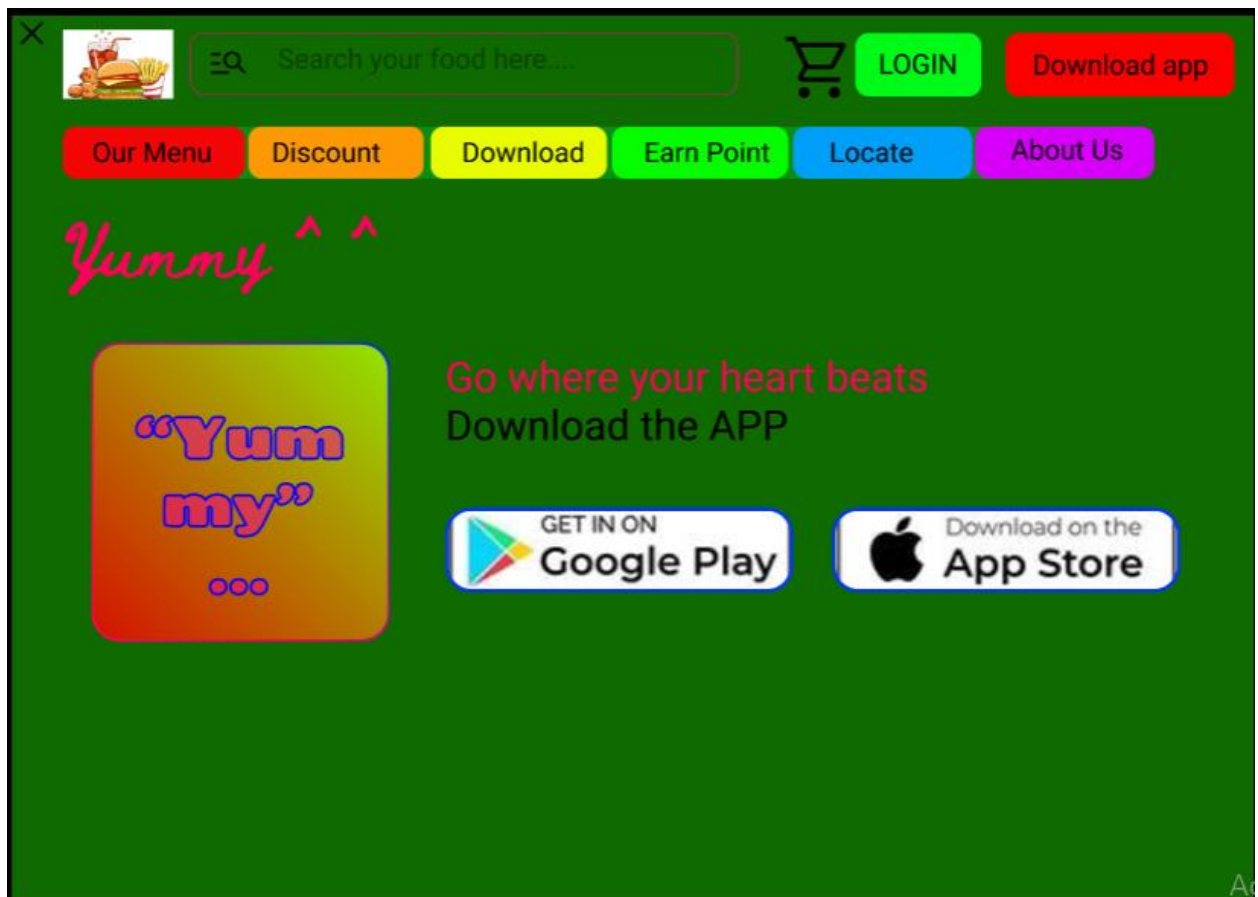## 3.1 Website using for Customer

### 3.1.1 Customer Main Screen

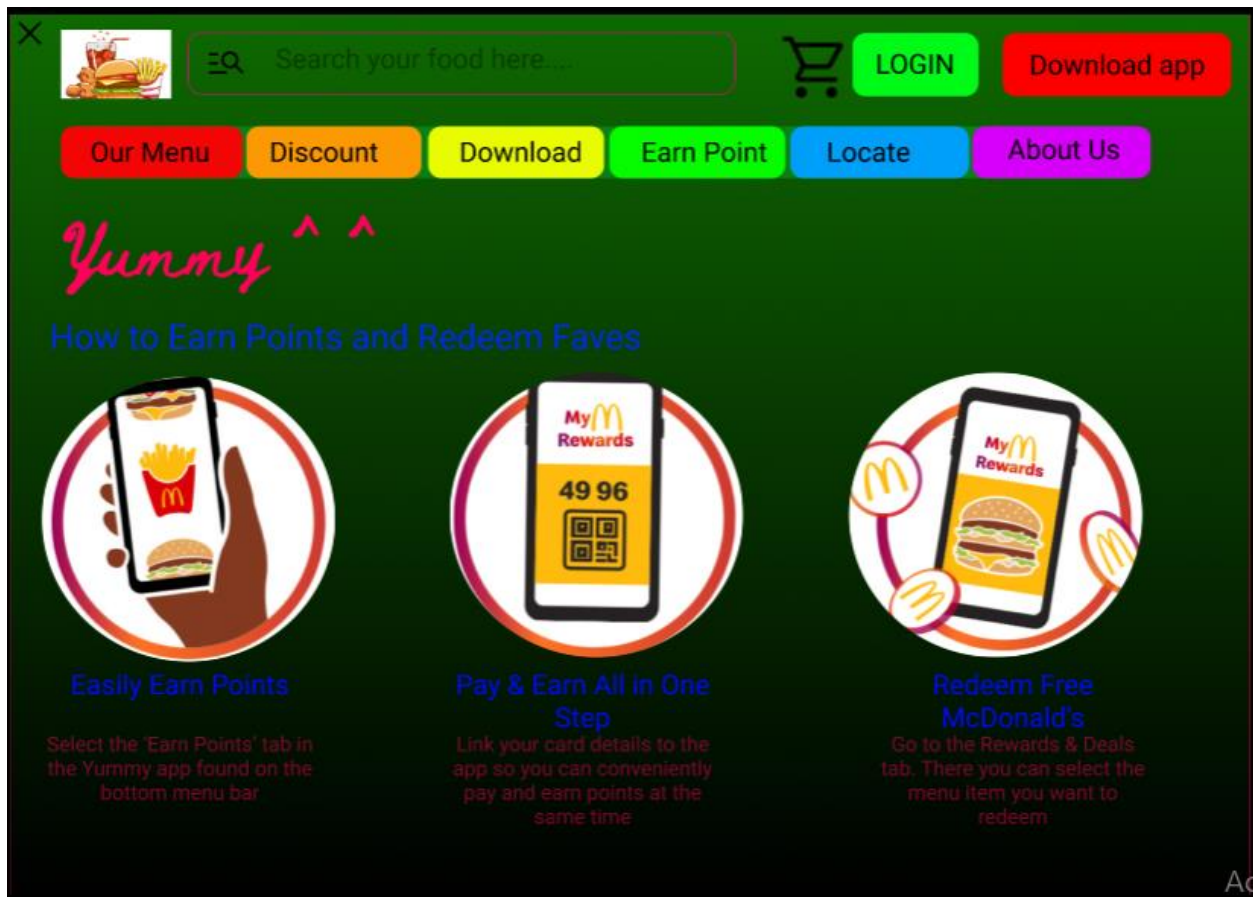**3.1.2 Customer Menu Screen**
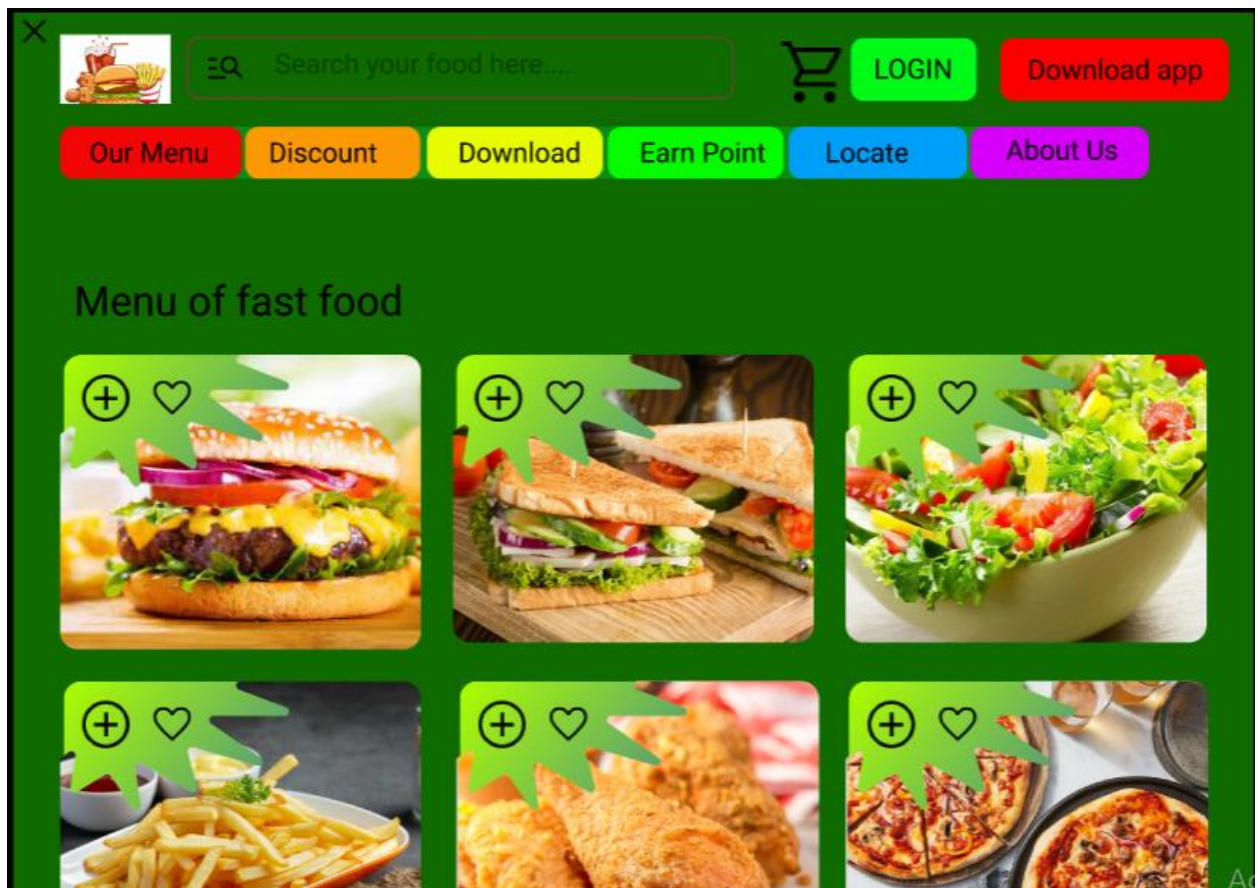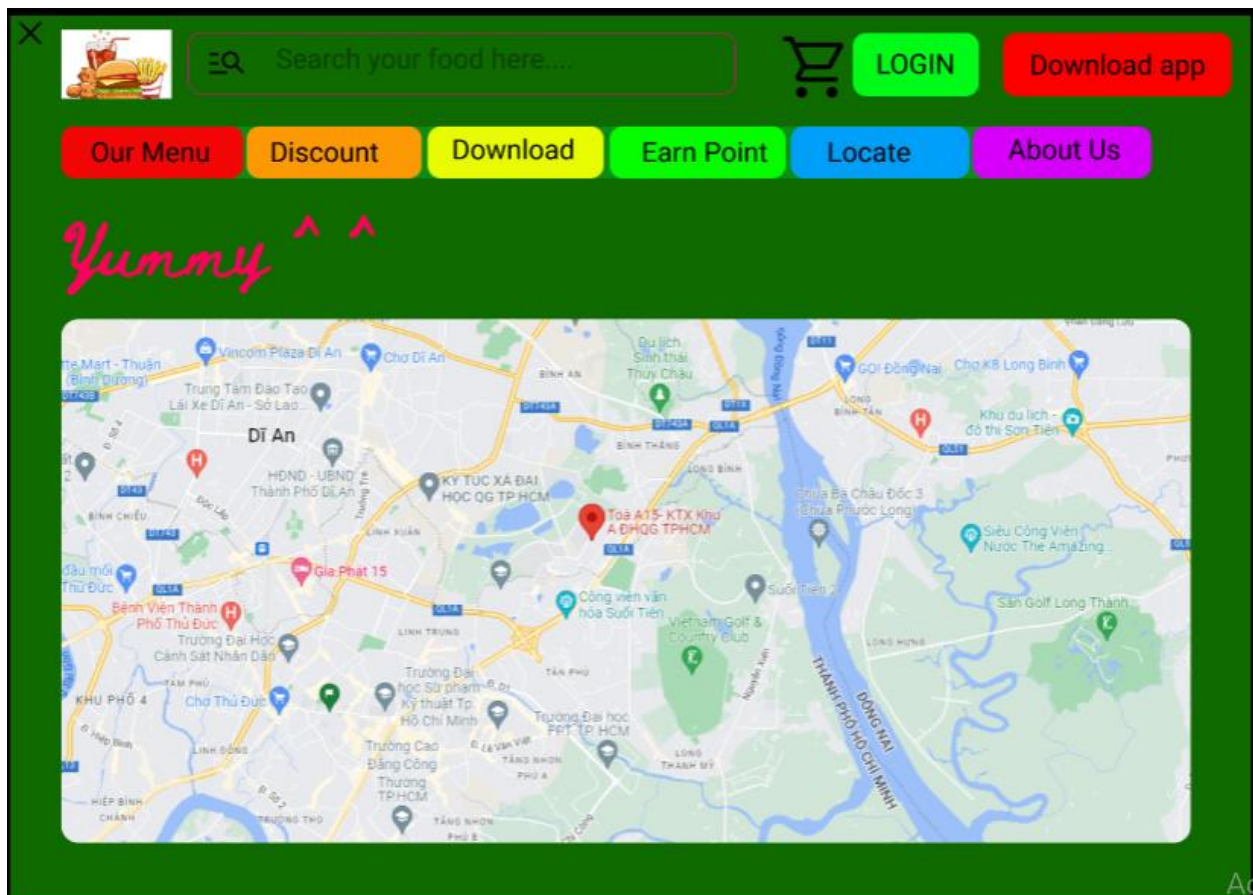
### 3.1.3 Customer Discount Screen
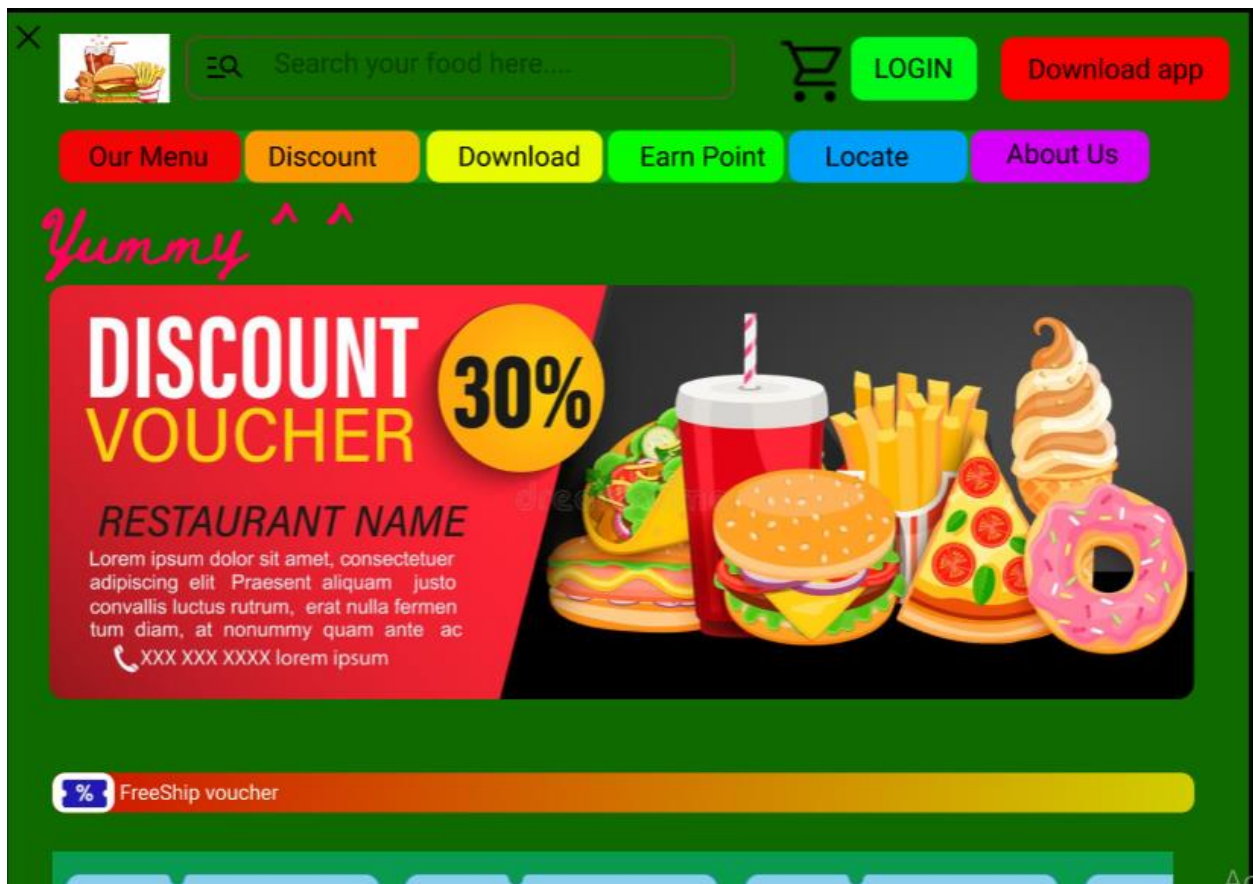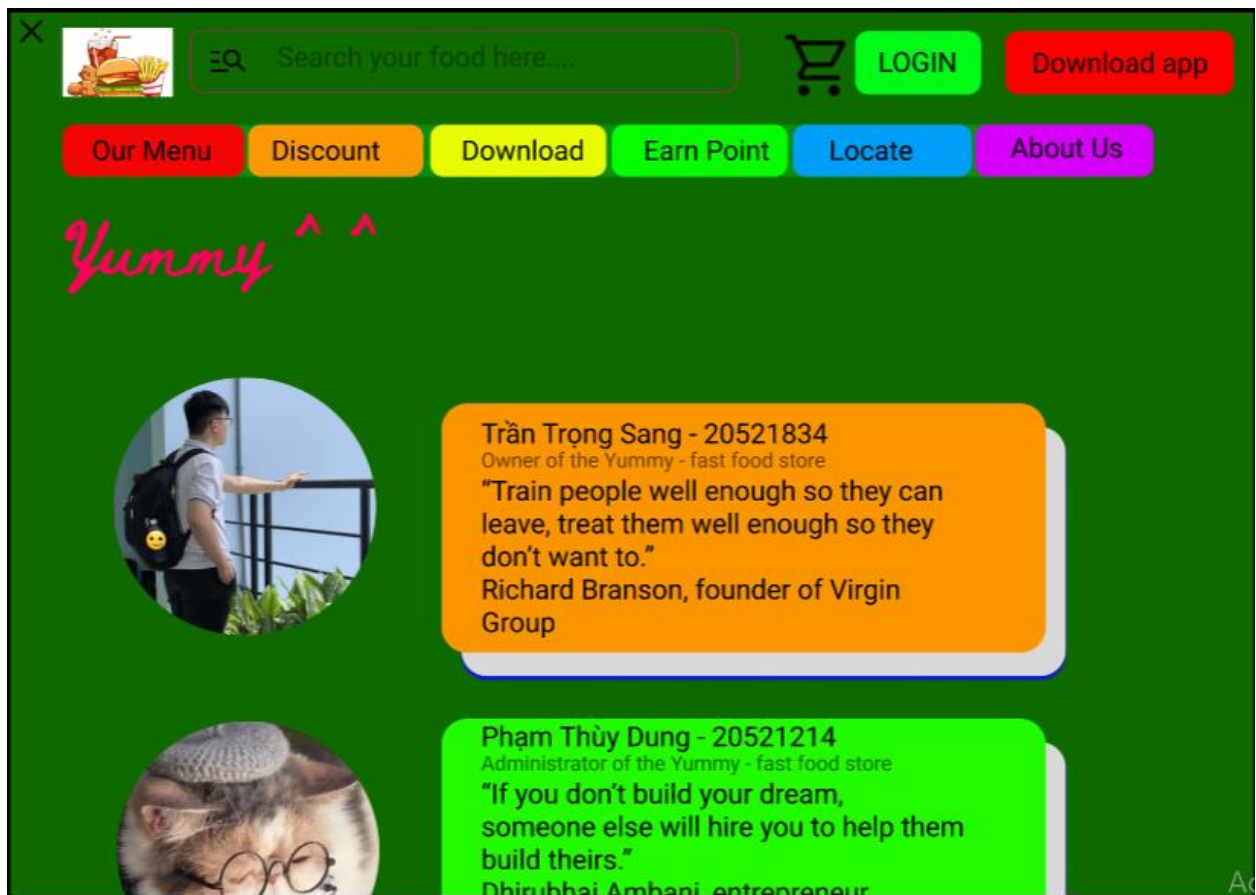
### 3.1.4 Customer Download Screen

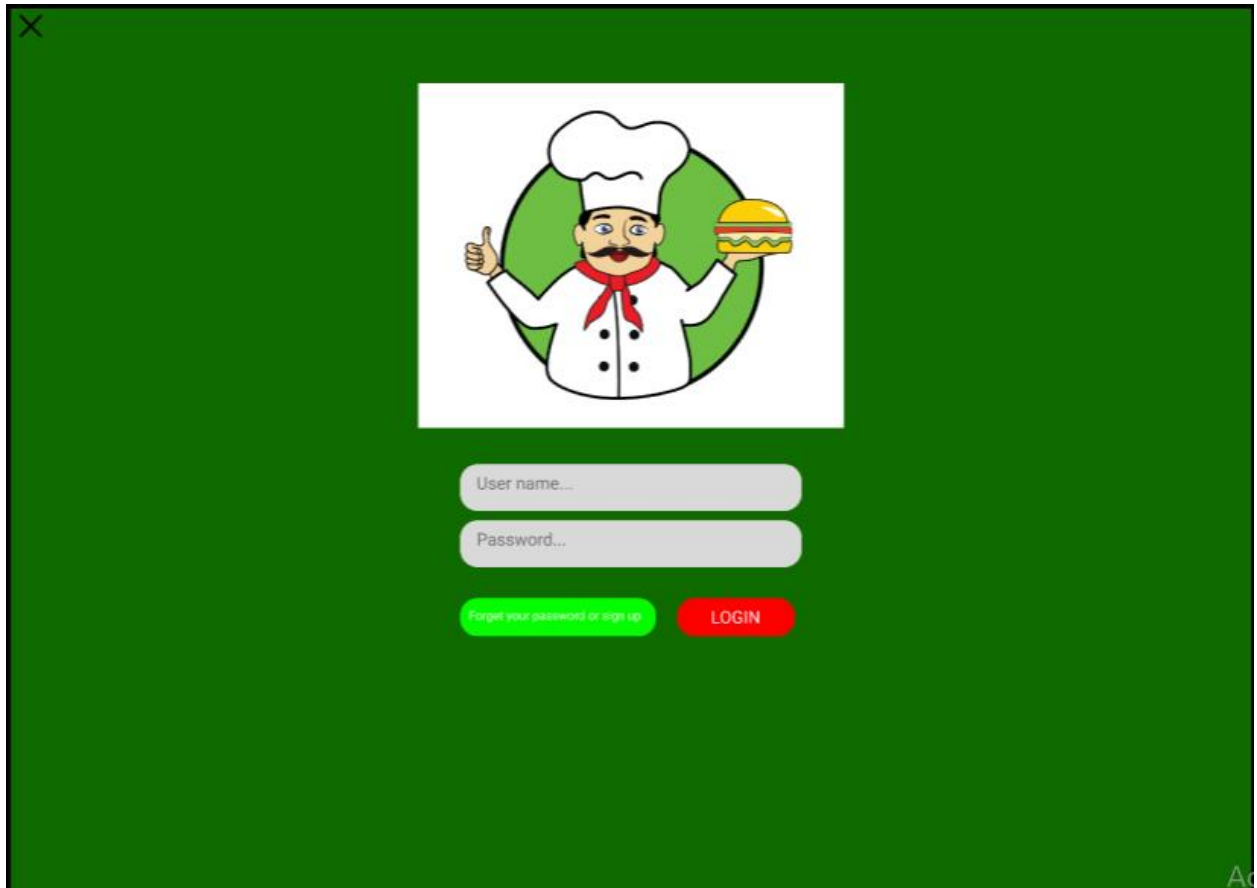**3.1.5 Customer Earn Point Screen**

### 3.1.6 Customer Locate Screen

### 3.1.7 Customer About Us Screen

### 3.1.8 Customer Login Screen

### 3.1.9 Customer After Login Screen

## 3.2   Website using for Marketing
### 3.2.1 Sale
**Definition:**

A sale is a transaction between two or more parties that involves the exchange of tangible or intangible goods, services, or assets for money. In some cases, assets other than cash are paid to a seller.

In the financial markets, a sale can also refer to an agreement that a buyer and seller make regarding a financial security, its price, and specific arrangements for its delivery.[1]

Regardless of the context, a sale is essentially a contract between a seller of a particular good or service and a buyer who is willing to pay for that good or service.

Example of a Sale

When an individual purchases their first home, a sale occurs when the closing documents are signed, money exchanges hands, and the new owner gets the key.

However, there are various aspects to such a sale that lead up to that final, legal exchange of money for property, and beyond. These include the would-be buyer's initial contact with a realtor and meeting with a representative at a lending institution to obtain financing in the form of a mortgage.

Additional sales can extend from an initial sale process. For example, once a home loan is made to the buyer, the lending institution may then sell that loan to another individual as an investment. What's more, an investment manager could conduct sales by trading bundles of mortgages, called mortgage-backed securities, and other kinds of debt financing.

### 3.2.1.1 Couponing

Definition:

In marketing, a coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product.

Customarily, coupons are issued by manufacturers of consumer packaged goods[1] or by retailers, to be used in retail stores as a part of sales promotions. They are often widely distributed through mail, coupon envelopes, magazines, newspapers, the Internet (social media, email newsletter), directly from the retailer, and mobile devices such as cell phones.[2]

Here is an example which we use in our figma

### 3.2.1.2 Direct Mail

Definition:

Direct mail is a form of marketing that involves sending a physical piece of promotional material through the U.S. Postal Service or other courier service to a home or business. Some recipients refer to it as "junk mail," because direct mail generally arrives uninvited.[3]

Step by step to create the true Direct Mail

**Step 1: Meet the people where they are — in their homes**

Direct mail is highly effective when used correctly. A recent neuroscience study into direct mail found that it's easier to memorize and is more persuasive than digital media.

And the last few Data Marketing Association (DMA) reports find that direct mail is becoming increasingly more persuasive over time. The latest DMA report found that direct mail had a higher response rate than email, social media, and paid search — even if you combined them all and THEN tripled their response rates.

All of the biggest names in at-home food — many of them cutting edge tech platforms — all regularly make use of direct mail to increase business. You've probably been on the receiving end of a big postcard in the mail from Uber Eats or DoorDash with a money-off offer one your first order. There are a number of photos of people who receive these postcards on social media.

While these big companies send large postcards, postcards come in many different sizes. Depending on how noticeable you want your message to be, they range from 4.25" x 5.5" up to 6" x 11".

There's no one-size-fits-all postcard. If you have a lot of competition and they also mail postcards, I recommend going with a larger sized card. If you don't have much competition, you can probably get away with a smaller card. Just keep in mind that printing your postcards won't be the most expensive part of the campaign — postage always takes up the lion's share of a direct mail campaign's budget.

**Step 2: Find the appropriate mailing list**

With direct mail, you can hyper-target prospects thanks to data collected from the United States Postal Service. The data associated with mailing lists go back as far as decades and is updated monthly, giving it a long history of reliability. Digital targeting still can't match these kinds of informational resources or accuracy.

Mailing lists come in many different shapes and sizes. The best mailing list for your campaign will likely depend on your restaurant's price point and where the bulk of your sales come from. Think of your most ideal customer, and then select the mailing list most likely to brimming with people like that.

Here's a quick rundown of each type of mailing list:

EDDM (Every Door Direct Mail): This list delivers a mail piece to every door in an area you select. It offers the most affordable postage rate, but you'll be giving up some targeting capabilities, because location is just about the only way you can target someone.

Consumer lists: These lists are flexible. You can target individuals very precisely based on demographics, income, location and even their interests and spending habits. You'll only have to pay for postage to those who fit your ideal profile, but these lists don't come with a postage discount.

Resident/occupant lists: Think of these lists as the compromise between the two above. You get a slight discount on postage because you're saturating an entire mail carrier's route, and you can target specific areas based on demographic averages, like median income or household value. The targeting isn't exact, but there are some cost savings.

If your restaurant is fast casual and does a lot of business throughout the day (not just at dinner), EDDM might be the best list for you. You can target every door within a certain radius of your location and bring in a lot of foot traffic.

If dinner service is your main earner and you make the most off of big checks, a consumer or resident/occupant list might be better suited, because you can ensure you're reaching people who can afford to come in and treat themselves and their loved ones to a big meal.

**Step 3: Make sure your design will leave recipients craving something**

While the size of your mail piece and whom you send it to are essential elements of a successful campaign, you can't sleep on the design and layout of your message.

For restaurants, the overall design goal is simple – use imagery that makes the recipient crave your food or drinks. It only makes sense that food and beverage close-ups are featured in almost all of my company's successful restaurant campaigns.

Across all industries and more than 250,000 campaigns, I've narrowed down 12 graphic design elements that improve your chance of success – you can find them here.

According to our data, the elements that restaurants must include are a bold headline, pictures of your most appetizing cuisine, a map of your location, and offers for discounted (or even free) food. (That your contact information and website should be on there as well should go without saying.)

**Step 4: Be consistent and track**
 At the end of the day, this could be the most crucial direct mail variable of all – consistent mailings.

Think of a boxing match – any fighter has the chance to land a one-punch KO, but it's rare. The same goes for mailings.

While some one-mailing direct mail campaigns bring results – like this Sonic that brought in 5,000 customers from postcards or this NYC seafood boilery that brought in 100 – the safest way to generate bottom-line results is multiple mailings.

Take this Massachusetts Grill, for example, who ran direct mail campaigns with us for seven years. Each month they sent out 800 postcards, and about 55 percent (440 customers) of the postcards make their way back to the restaurant for a MASSIVE monthly return.

Lastly — and this goes for all the marketing you do, not just direct mail — make sure to track everything. Not just the bottom-line results, like customers brought in and revenue generated, but their origins as well.

It's impossible to know if marketing is working without tracking it. And with tracking comes measuring its success, improving the campaign.

Hopefully, these tried-and-true tips will help guide you to direct mail success, and before long, you'll have a line of hungry patrons at your door.

*3.2.1.3 Direct Advertising*
Definition:

Direct advertising is a strategy aimed at reaching consumers without the need for some type of intermediary to establish the connection. Also known as direct marketing, it calls for using various sales and marketing tools to present consumers with the opportunity to do business directly with the company. In order to accomplish this goal, direct advertising can take on several forms.

**Example for direct advertising**

An example of indirect marketing would be magazine ads touting a product while noting in the body of the ad that the product is sold at fine stores everywhere. Instead of interfacing directly with the manufacturer, the consumer purchases the product from a local or online retailer.

One of the most commonly recognized types of direct advertising is direct mail. Here, the producer is selling directly to the consumer by creating a postcard or other mailing piece that is delivered by the postal mail service. The advertisement lays out the benefits of purchasing the product and provides the customer with the opportunity to make the purchase directly, either by going to a web site or replying by postal mail. Many companies make use of direct mail as a means of generating mail orders and eliminating the need to sell products through third parties.

Email advertisements are another example of this type of advertising. Just as with direct mail pieces delivered by post, email advertising involves delivering a solicitation to a potential buyer by emailing directly to the consumer. Usually, the consumer has the opportunity to be redirected to a web site to learn more about the

product, or may go directly to a web page and place an order. In some cases, the email advertisement may include a toll-free number to call to place the order or obtain more information.

Telemarketing and voicemail marketing are also examples of direct advertising. These marketing strategies rely on making a direct audio connection with the consumer. In the case of telemarketing, agents call upon consumers and attempt to engage them in dialogue that will result in the placing of an order. Voicemail marketing is more passive in that the consumer receives a canned audio message that can be listened to at leisure. The voice mail approach usually provides a telephone number to call for more information or to place an order.

Television marketing is also a popular approach to direct marketing. Corporations prepare what is known as an infomercial or information commercial that promotes their product line. Throughout the broadcast of the infomercial, the consumer is provided with information on how to contact the corporation and place an order. As with all forms of direct advertising, television marketing minimizes or even eliminates the need to sell the product through retail outlets.

Here is an imagination about direct advertising[5]



### 3.2.1.4 Direct Selling
**What is direct selling?**

Direct selling is the selling of products in a non-retail setting, for example, at home, online, or other venues that are not a store. It eliminates middlemen who are involved in distribution, such as wholesalers and regional distribution centers. Instead, products are sent directly from the manufacturer to the sales company, then to the rep or distributor, and finally to the consumer.

Products sold via direct sales are not typically found in traditional retail locations. This means that finding a distributor or rep is the only way to buy them.

Direct selling is usually associated with party-plan and network marketing businesses. But they aren't the only ones using direct sales. Many B2B companies use direct selling to target and sell to their end customers. For instance, many businesses that sell office supplies will send their reps directly into the stores that can use their services.

It's important to note that direct selling doesn't equal direct marketing. In the first case, individual distributors or reps reach out to customers directly. Meanwhile, in the second case, a company markets directly to clients. Some direct marketing examples include emails, flyers, promotional letters, outdoor advertising, ads, phone calls, websites, and others.

**Types of direct selling**

Sometimes, these methods of direct selling are used in combination. They are not mutually exclusive.

Single-level direct sales

This type of direct selling is usually done face-to-face, e.g., through door-to-door or one-on-one presentations. Still, it can also take place online. As a result, salespeople earn their income from commission sales and occasional bonuses from the company they get their products from. They do not recruit other sales reps to receive more income.

Host or party-plan sales

This type of sales takes place in a group setting. The primary method of generating sales leads is by hosting a social event and offering products for sale. Salespeople then use the party-plan sales model as a source for future business by asking

customers if they would like to host such selling parties, too. Think of Mary Kay as one of the classic direct selling examples, as they often host social events to sell goods and find recruits when they aren't making one-on-one sales.

Multi-level marketing (MLM)
If you're a multi-level business salesperson, your primary focus is on recruiting members, not the actual product itself. What makes MLM different from other types of direct selling is that income earned through it is based on sales commissions and the sales made by other business partners recruited into the company.

MLMs are popular with people who want to work from home, but they can be risky to participate in due to hefty upfront fees, difficult-to-meet quotas, and pay dependent on one's recruits. Most MLMs are generally not looked upon as a good thing. The examples of such direct sales companies are Scentsy, Mary Kay, LuLaRoe, Arbonne, and many others. They also use the party-plan model, but to recruit new salespeople while selling products.[6]
Here is imagination about direct selling
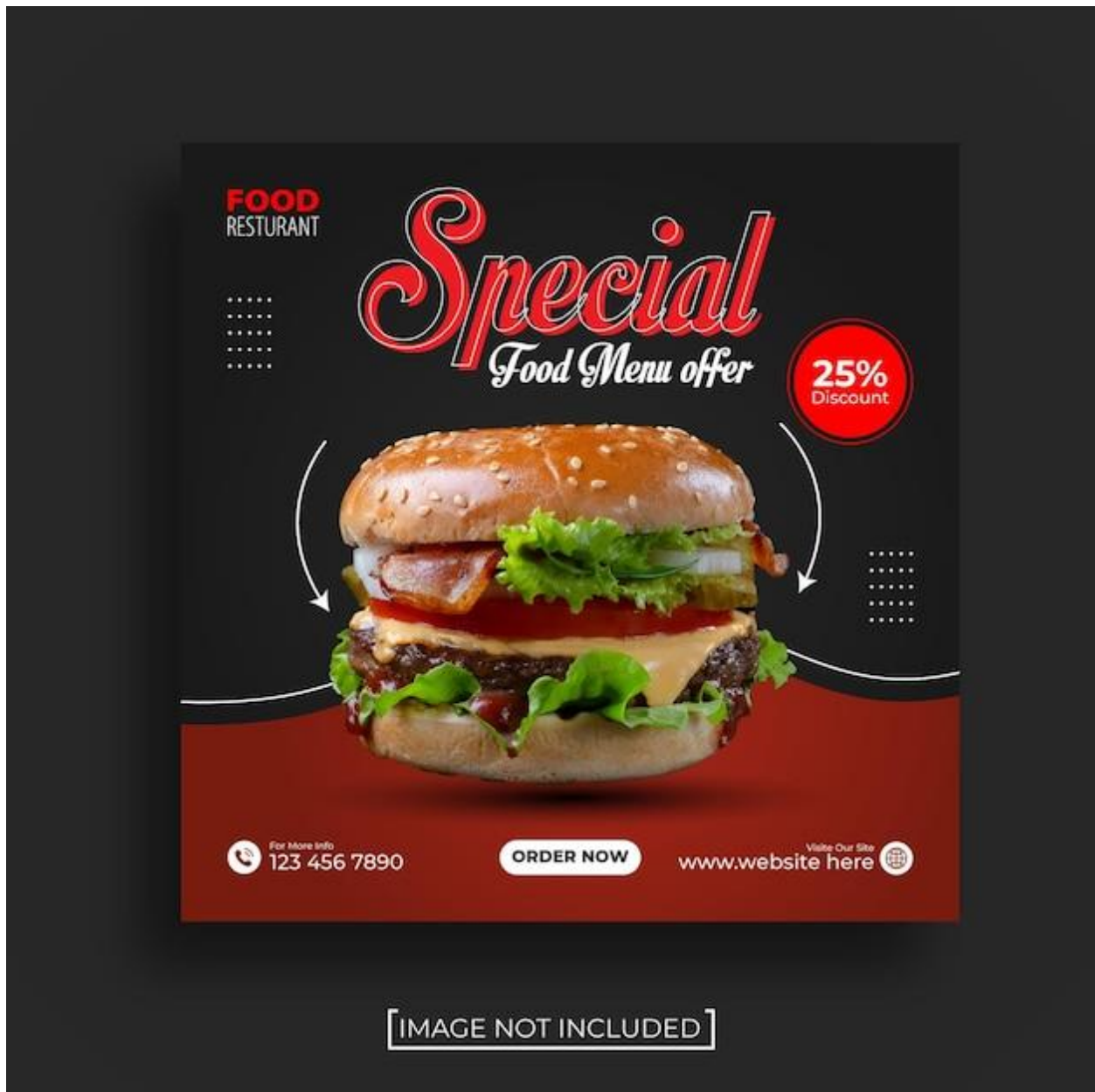
### 3.2.1.5 Telemarketing

**What is Telemarketing?**

Telemarketing is the process of selling products or services over the telephone. Businesses sometimes refer to it as "inside sales" or "tele-sales."

Those calls at dinner time from politicians or companies encouraging you to switch from cable TV to a dish service? That's telemarketing. So is the local office supplies dealer where you shop calling to see if you'd like to order another case of paper, or your favorite yoga studio calling to offer a discount if you sign up for a

new class. Telemarketers might be calling from a "call bank" – a business specializing in telemarketing – or from the offices of a business with fewer than 10 employees.

**Best practices for telemarketing success include:**

**Customer information**: The caller should know why the people being called are good prospects – did they open an email message about the product or enter a prize drawing at a trade show?

**Knowledge**: Individuals placing the sales calls should know the products they're selling and the companies they represent, and should also be able to answer questions about both. They should also be trained in typical purchase objections and how to overcome them in a conversation.

**Empathy**: An empathetic telemarketer who demonstrates listening skills is better able to develop a customer relationship than a caller who is focused on nothing more than the sale.

**A campaign**: Because customers need several contacts in different forms – advertising, direct mail, and so on – the telemarketing call needs to be part of a larger marketing effort.[7]

In our figma, the telemarketing is

Phone: +223 5484467

Email: yummy123^^gmail.com

### 3.2.1.6 Email Marketing

Definition:

Email marketing is the use of email to promote products or services while developing relationships with potential customers or clients. It is essentially direct mail done electronically instead of through the postal service.

Anytime a company sends out an email, aside from order confirmations and direct responses to customer questions, it could be considered a form of email marketing. Email marketing is one segment of internet marketing, which encompasses online marketing via websites, social media, blogs, and more.

Email marketing can include newsletters with updates on the company, or promotions of sales and exclusive deals for subscribers. Marketing emails may also

seek to share a general message on the company's behalf, such as in the wake of a natural disaster or company scandal.

At its best, email marketing allows businesses to keep their customers informed and tailor their marketing messages to their audience. At its worst, this kind of marketing can drive customers away with persistently annoying spam emails.

**How Email Marketing Works**

It's easy to set up and track an email marketing campaign, which makes it accessible for small businesses. You can add a newsletter sign-up option to your website, for instance. As people sign up, you can send newsletters to a growing audience. You can also direct customers to the newsletter from your social media profiles.

A regular newsletter is a simple and effective way to send updates about your company, upcoming events, and special offers. Email software also makes it easy to schedule automated promotional emails for customers who haven't purchased recently.

Email marketing allows you to target particular groups of customers or even specific individuals. Offering individual customers special birthday deals on merchandise or services is one way to do this.

A restaurant, for instance, might send an email to customers on their birthdays offering 50% off an entree. This kind of personalization helps a business develop and maintain a relationship with a customer—and that can lead to increased sales and customer loyalty.[8]

Here is example for email marketing

In our figma, we use:

    1. Email for general yummy store

    yummy123^^@gmail.com

    2. Email for Yummy marketing management

Marketingyummy123^^@gmail.com

*3.2.1.7 Broadcast Faxing*
Definition:

Broadcast fax is the ability to send a single fax to more than one person at the same time [source: Answers.com]. Some fax machines can scan a document once and broadcast it to multiple recipients. But, when most people talk about broadcast fax, they're referring to third-party services that use fax server technology to send a single fax to hundreds or thousands of recipients at once.

Broadcast fax is a powerful tool for public relations professionals, who routinely send time-sensitive story ideas to hundreds of targeted journalists and publications simultaneously. According to a report by Davidson Consulting, broadcast fax was a $200 million industry worldwide in 2006.

Unfortunately, broadcast fax is also a powerful tool for fax spammers who flood thousands of fax machines with unsolicited "junk fax" advertisements, despite strict, Federal anti-spamming laws.[9]

## 3.3   Website using for Supply
**Definition of Supply**
Supply in economics is defined as the total amount of a given product or service a supplier offers to consumers at a given period and a given price level. It is usually determined by market movement. For instance, a higher demand may push a supplier to increase supply.
In supply, we separate them into 4 components
+ Ingredients
+ Cold Storage
+ Packaging
+ Shipping
Now, we come through respectively 4 above components:
### 3.3.1 Ingredients
Based on the amount of quantities of ingredients, we will update the amount of materials that need to be added to the inventory. Ingredients consist include ingredient for hamburger, pizza, sandwich, salads, ice creams, soda,.... Each time

stoking up, we'll list each item's name, quantity, date, and total amount of used money.

The update should be done completely and properly. To minimum the loss or error of money numbers during the inventory process, we need to hire someone who is careful, honest, and trustworthy.



### 3.3.2 Cold Storage

We divided the cold storage into two zones: the first zone contains cooling items that need to be preserved such as vegetables, spices and fruits; and the second one is to store frozen items such as chicken, pork, beef, ice cream...

In the first zone, the temperature between 0 and 10 degrees Celsius the most suitable. With such a cool temperature, the food is well protected, and retains its inherent nutrients.

In the second zone, the temperature will range from - 5 to 2 degrees Celsius. At this temperature, meat and poultry can ensure quality, cream and spices such as chocolate, strawberries... as well
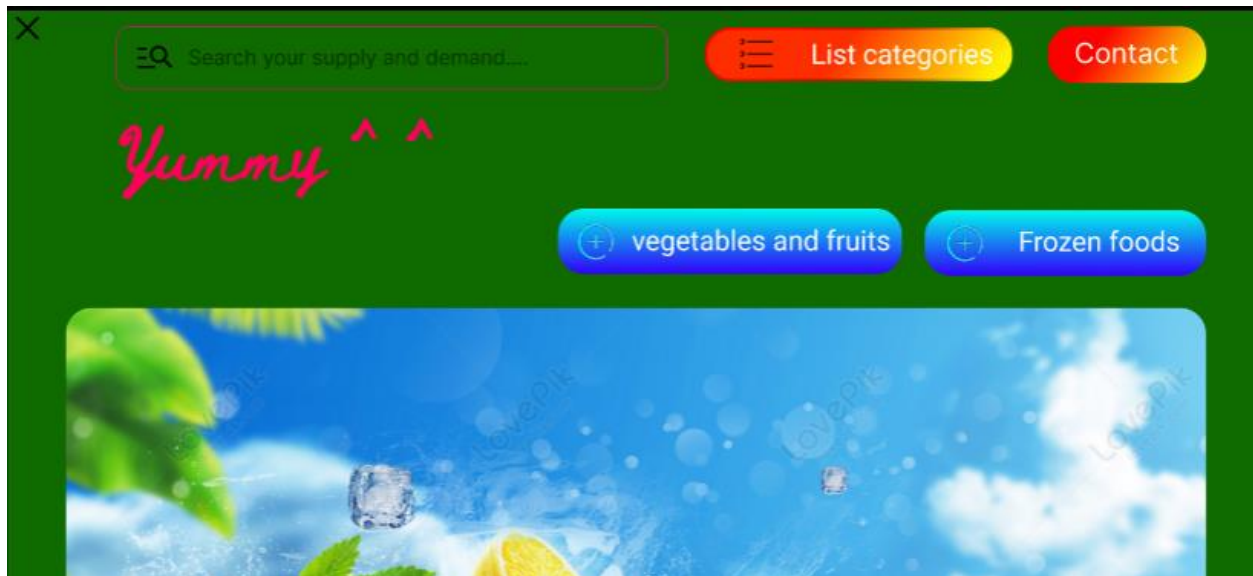
### 3.3.3 Packaging

In the packaging section, the first thing we need to control is to name each product with a specific ID for easier control. Next, when customer places and order, we need to create each specific ID for each customer. It helps us to minimize the case of wrong delivery, wrong person, wrong address, or easier handing of the customer services
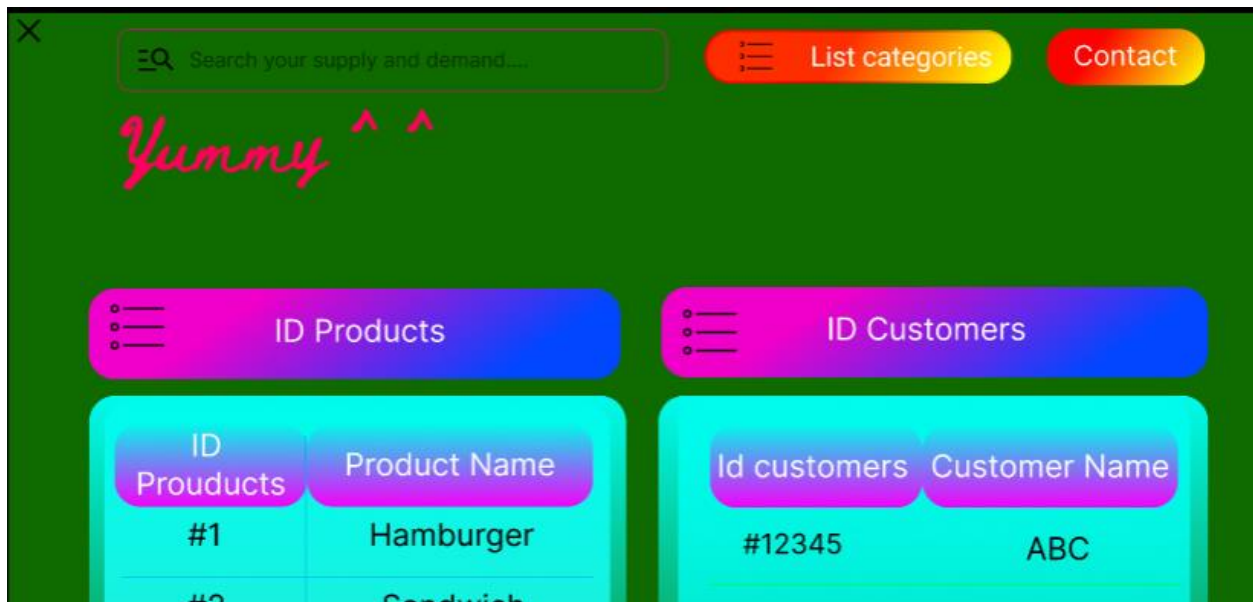


### 3.3.4 Shipping

For delivery section, we make a statistics table of customer ID, ordered product ID, order time and delivered of not
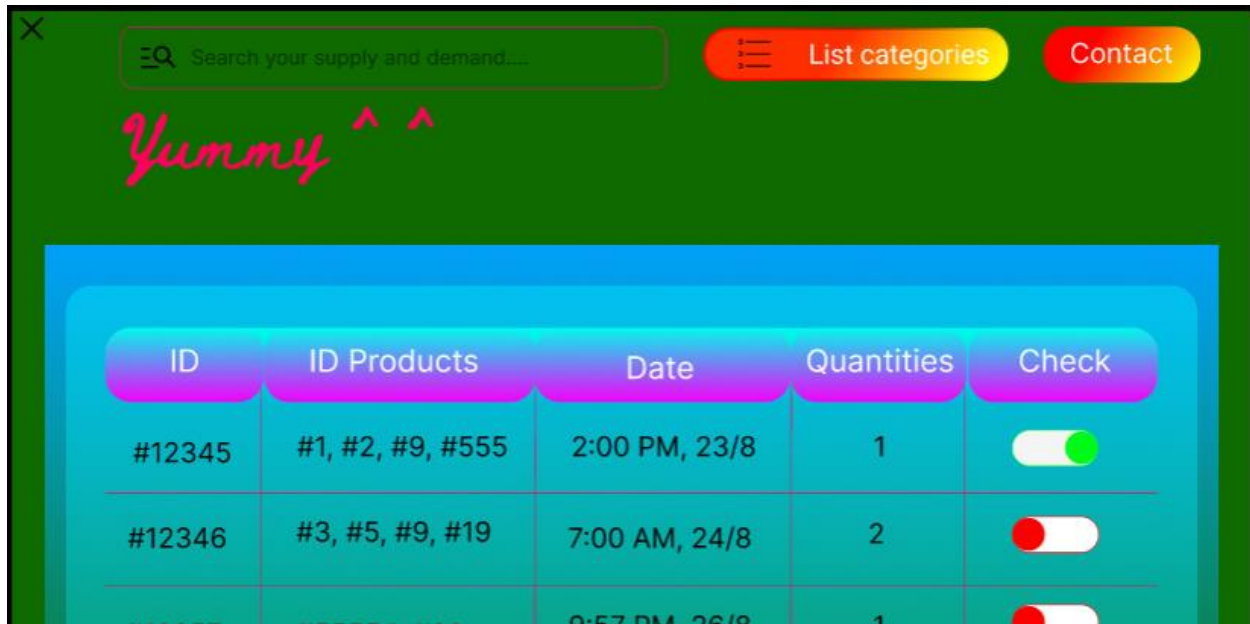
## 3.4   Website using for Cashier

### 3.4.1 Financial Plan

**Key Revenue & Costs**

The revenue drivers for Yummy fast food store will come from the menu items being offered daily.

The cost drivers will be the ingredients and products needed to make the menu items (oil, meat, vegetables, ingredients for the buns, drinks) as well as the cooking materials (pots, pans, bowls, plates, utensils, etc.). A significant cost driver are the paper products that the food will be served in as well as the beverage machines. Other cost drivers will be the overhead expenses of payroll for the part-time employees and cost of the advertising agency.

**Funding Requirements and Use of Funds**

Yummy fast food store is seeking $165,000 in debt financing to open its start-up fast food restaurant. The funding will be dedicated for the build-out and design of the restaurant, kitchen, and drive-thru as well as  cooking supplies and equipment,

working capital, three months worth of payroll expenses and opening inventory. The breakout of the funding is below:

Fast Food Restaurant Build-Out and Design – $80,000
Kitchen supplies and equipment – $40,000
Opening inventory – $5,000
Working capital (to include 3 months of overhead expenses) – $15,000
Marketing (advertising agency) – $25,000
**Key Assumptions**
The following table outlines the key assumptions required in order to achieve the revenue and cost numbers in the financials and in order to pay off the business loan.

Initial Number of Customers Per Day: 500

Average Order per Customer: $15.00

Annual Lease: $100,000[10]

### 3.4.2 Cashier Main Screen

### 3.4.3 Cashier Finance Plan Screen

*Yummy* ^ ^

## BALANCE SHEET

| | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|---|---|---|---|---|---|
| **ASSETS** | | | | | |
| Cash | $154,257 | $348,760 | $573,195 | $838,550 | $1,149,286 |
| Accounts receivable | $0 | $0 | $0 | $0 | $0 |
| Inventory | $30,000 | $33,072 | $36,459 | $40,192 | $44,308 |
| Total Current Assets | $184,257 | $381,832 | $609,654 | $878,742 | $1,193,594 |
| Fixed assets | $180,950 | $180,950 | $180,950 | $180,950 | $180,950 |

### 3.4.4 Expenditure Control

Yummy ^ ^

## BALANCE SHEET

| | | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|---|---|---|---|---|---|---|
| ASSETS | | | | | | |
| | Cash | $154,257 | $348,760 | $573,195 | $838,550 | $1,149,286 |
| | Accounts receivable | $0 | $0 | $0 | $0 | $0 |
| | Inventory | $30,000 | $33,072 | $36,459 | $40,192 | $44,308 |
| | Total Current Assets | $184,257 | $381,832 | $609,654 | $878,742 | $1,193,594 |
| | Fixed assets | $180,950 | $180,950 | $180,950 | $180,950 | $180,950 |

# IV. Conclusion

## 4.1 A little introduction about us



## 4.2 Table of management of Task and reference

### 4.2.1.Task table

| No | Name and student ID | Work |
|----|---------------------|------|

| 1 | Trần Trọng Sang-20521834 | Design Supplier |
|---|---|---|
| 2 | Lê Minh Thông-20521981 | Draw diagram, make report |
| 3 | Phạm Thùy Dung-20521214 | Design page of customer,cashier, marketing |
| 4 | Võ Anh Hào-20521297 | Search for information |

### 4.2.2. Development

+Create a more friendly environment to run applications on Moblie devices and increase functionality convenient.

+Provide data export funtion ( receipts,...)

+Provide function of importing data ( from Excel, Access,...)

Link reference:

[1] https://www.investopedia.com/terms/s/sale.asp

[2] https://en.wikipedia.org/wiki/Coupon

[3] https://www.shopify.com/encyclopedia/direct-mail

[4] https://modernrestaurantmanagement.com/four-steps-to-bring-in-hungry-customers-with-direct-mail/

[5] https://www.smartcapitalmind.com/what-is-direct-advertising.htm#:~:text=Direct%20advertising%20is%20a%20strategy,business%20directly%20with%20the%20company.

[6] https://snov.io/glossary/direct-selling/

[7] https://www.shopify.com/encyclopedia/telemarketing#:~:text=Telemarketing%20is%20the%20process%20of,That%27s%20telemarketing.

[8] https://www.thebalancemoney.com/email-marketing-2948346

[9] https://electronics.howstuffworks.com/gadgets/fax/how-broadcast-fax-works.htm

[10] https://planbuildr.com/fast-food-business-plan/financial-plan/?fbclid=IwAR2YxQFuMbORww0tgLhy1l-vCGtWIH3wjW3nRy7ken7AjFIiH8vH8sXX-ac